



## GOVERNOR'S ADVISORY COUNCIL ON AGING

### MATURE WORKFORCE COMMITTEE MEETING MINUTES March 6, 2008

#### **Council Members Present**

George Evanoff (Chair), William Engler, Joyce Finkelstein, Paul Herrmann, Bernadine Hoffman, Doyle Meredith, Sharon McKinley, Bernadette Polley

#### **Committee Participants Present**

Todd Aahkus, Julie Castro, Dennis Cleveland, Sharon Gartner, Jennifer Kaufman Fourness, David Mitchell, Kathy Nyetrael, Gayle Pincus, Carolyn Pitre-Wright, Maria Ramirez-Trillo, George Thorne

#### **Council Staff Present**

Melanie Starns, Shawn Trobia, Elsa Gaynor, Michelle Bouas (Council Volunteer)

#### **Call to Order, Welcome, Introductions, and Approval of Minutes**

George Evanoff called the meeting to order at 12:05pm, asked for introductions, and approval of the meeting minutes from February 7 meeting. *Bernadette Polley made a motion to approve the minutes and it was seconded by William Engler. Motion passed unanimously.*

#### **Action Items Follow-Up**

Ms. Shawn Trobia, staff of the Governor's Advisory Council on Aging, provided the following updates:

- Members of the Mature Workforce Committee did provide a few Conference speaker suggestions, as requested at the February MWC meeting.
- Although the Council office did not receive any suggestions for the website design shortly after the February meeting, the Resource & Communications Sub-Committee did have a very productive meeting at the Jobing.com office, and the suggestions and discussions shared at that sub-committee meeting will be reported to the MWC later in the agenda.

#### **Information regarding Civic Ventures & USA Today**

Ms. Melanie Starns, Executive Director of the Council, reported on the current Civic Ventures publication, "*Building an Experience Dividend – State Governments Lead the Call to Engage Boomers.*" The mature workforce and civic engagement activities within the state of Arizona are predominantly featured, with Arizona noted as a model state by Civic Ventures. Ms. Starns noted that this publication spawned numerous phone calls into the Council office, and a recent issue of USA Today then carried a front page article on the Mature Workforce. Arizona was also a main subject of that newspaper article.

Ms. Starns noted that *Chronicles of Philanthropy* – a national trade publication that goes out to about 10,000 philanthropic organizations monthly – will be sending out a photographer to capture pictures of mature workers, staff at GateWay Community College, and Ms. Starns as part of the article the organization is publishing about the mature workforce and civic engagement among the boomer generation. Ms. Starns continued her report by announcing that Governor Napolitano appeared on a live Fox News national broadcast on March 5, with the Arizona Mature Workforce Initiative being the topic of discussion. In conclusion, it was noted that the recent AARP Bulletin had an article about mature workers, and Arizona was once again cited in the article as the model state in this topic area.

Ms. Starns congratulated the members of the Mature Workforce Committee, noting that the nationally-recognized work being highlighted from Arizona is due to the years of hard work being done and the extensive progress being made by the members of this committee.

### **Conference Discussion – Mature Workforce Track**

Ms. Trobia provided the committee members with a handout showing the current status of the conference's Mature Workforce Track. The handout was reviewed by the committee and Ms. Trobia reported that the presenters for all the sessions are expected to be finalized by the end of the following week.

*Note:* At this time, Mr. Evanoff, the Chair of the committee, announced that rather than breaking into sub-committees for the necessary discussions about the work being done, the co-chairs of the sub-committee's will share their full report and the full committee will be invited to discuss and provide input on the many activities underway.

### **Report out & Vote on Motions from Sub-Committees**

#### ***Resource & Communications Sub-Committee***

Ms. Trobia, co-chair for the Resource & Communications Sub-Committee, provided the Mature Workforce Committee with the most current version of the tri-fold brochure, and several minor edits that are still to be done were reviewed for the group. All committee members were invited to provide any further suggestions for the tri-fold to the Council office as soon as possible.

Ms. Trobia then reported that the sub-committee meeting recently held at Jobing.com was also attended by several members of the Mature Worker Friendly Employer Certification Sub-Committee. The participation of all persons attending the meeting was most helpful as the sub-committee discussed the website design with Jobing.com.

It was noted that Jobing.com will be starting the design work for the planned website, and at this time, Mr. George Thorne, Director of Government Partnerships for Jobing.com, engaged the committee in discussion about the website design process. Mr. Thorne stated that the framework for the website is the key component, and that once determined, it is difficult to change. Jobing.com intends to make the website user-friendly, bright and positive.

The Mature Workforce committee has much of the content ready for inclusion in the website. As the committee has already noted, the MW logo had recently been re-worked to include thicker lines in the design. Ms. Starns reported that, as the group has requested, the graphic designer at the AZ Department of Commerce has also recently been asked to re-look at the logo, and use his expertise to consider other design options for the logo and the lettering of the tag line.

The committee then discussed the use of the word *volunteer* as a category listing on the menu items for the home page of the new website. Group discussion about the terms *volunteer*, *civic engagement*, and *paid vs. un-paid work* took place, with much discussion about the value and positive perceptions of persons volunteering in their communities. It was the group's consensus to continue to use the term *volunteer*, as it is the most commonly understood term when referring to work opportunities that do not include financial compensation for the worker.

Ms. Starns began a discussion about a version of the logo being used as a symbol for an employer who has received the Mature Worker Friendly Employer Certification. As part of the website design discussion, it was noted that any employers visiting the website will be directed to a page where they will see, right next to the other, both the opportunity to post a job, as well as obtain information about the Mature Worker Friendly Employer Certification. Any employers identifying themselves as "Mature Worker Friendly Certified" on the website will be confirmed as to having received that certification through a verification process. Committee members agreed that this is a great approach.

#### ***Mature Worker Friendly Employer Certification Sub-Committee***

Ms. Starns, co-chair of the Mature Worker Friendly Employer Certification Sub-Committee, reported that Pima Community College is working with Roger Forrester of the Mature Worker Connection to develop the required certification curriculum, and the initial draft will be available by mid-March. The curriculum will then be tested and finalized shortly thereafter. As reported earlier in today's meeting, the mature worker logo design is being considered by the AZ Department of Commerce, and once settled, the logo will also be used on the front of the employer certification application.

At this time, committee members were asked to consider the Resource and Communications Sub-Committee meeting minutes from February 28, 2008 for approval. *William Engler made a motion to approve the minutes and it was seconded by Paul Herrmann. Motion passed unanimously.*

#### **Other Updates, New Business & Announcements**

- Mr. George Thorne of Jobing.com, offered the use of one of their office conference rooms as a possible training site for employers, once the Employer Certification process gets to that point of the process.
- Ms. Starns noted that the Rio Salado College course offerings for employers may be a good option to fulfill the second round of required training for employers after their first two years of certification. Mr. Todd Aahkus of Rio

Salado Community College, agreed and invited all committee members to attend one or more of the workshops being offered.

- Carolyn Pitre-Wright noted that the AZ Department of Administration is a resource for the video components under discussion, which will be part of the public awareness campaign and launch of the certification program.
- Mr. Evanoff, Chair of the MWC, reminded members to begin thinking about the committee's plans and activities that will follow the launch of the current committee projects, and once they have been featured at the Governor's Conference on Aging.
- Todd Aahkus, Rio Salado College, offered the suggestion that the committee consider "knowledge data banks" and working by organizing mature workers and Chamber of Commerce groups to consider ways to transfer knowledge to younger citizens.
- Ms. Starns noted that Yavapai Community College's work is also ground-breaking in that they are utilizing mature workers as economic development tools for community development. It was noted how important it is that the discussion about population aging transcends the traditional health and social welfare arenas and crosses into discussions about job, the economy, and community development.

#### **Action Items**

As requested by the committee, Ms. Trobia to re-send the Data Collection Tool form to all committee members. Form is to be used when submitting community resources for possible inclusion on the website.

#### **Adjournment**

Meeting adjourned at 1:20 p.m.

#### **Next Meeting**

The next committee meeting will be held Thursday, April 3, 2008. These meetings are open to the public.